

AMENDMENTS TO THE SPECIFICATION

Please amend the third paragraph on page 4 as follows:

A luminance control method for an organic EL display according to the present invention is characterized by comprising a first step of calculating a luminance accumulation value for each screen on the basis of a video input signal; and a second step of controlling the amplitude of the video input signal on the basis of the luminance accumulation value calculated in the first step, and feeding to the organic EL display the video signal whose amplitude has been controlled[[,]] and in that in the second step, the amplitude of the video input signal is controlled, when the luminance accumulation value calculated in the first step exceeds a predetermined value, such that the larger the difference between the luminance accumulated value and the predetermined value is, the smaller the amplitude of the video input signal becomes.

Please delete the fourth paragraph on page 4 as follows:

~~In the second step, the amplitude of the video input signal is controlled so as to be reduced when the luminance accumulation value calculated in the first step is large.~~

Please amend the last paragraph on page 5 as follows:

A luminance control circuit for an organic EL display according to the present invention is characterized by comprising a digital-to-analog converter for converting a digital video input signal into an analog video output signal on the basis of input/output characteristics defined by a given reference voltage, and feeding the analog video output signal to the organic EL display;

and a reference voltage control circuit for controlling the reference voltage supplied to the digital-to-analog converter on the basis of the digital video input signal, and in that the reference voltage control circuit comprises a luminance accumulation value calculation circuit for calculating a luminance accumulation value for each screen on the basis of the digital video input signal, and a voltage control circuit for controlling the reference voltage supplied to the digital-to-analog converter on the basis of the luminance accumulation value calculated by the luminance accumulation value calculation circuit[[,]] the reference voltage supplied to the digital-to-analog converter includes a black-side reference voltage for defining a light-emitting luminance corresponding to the black level of the input signal and a white-side reference voltage for defining a light-emitting luminance corresponding to the white level of the input signal, and the voltage control circuit controls, when the luminance accumulation value calculated by the luminance accumulation value calculation circuit exceeds a predetermined value, the white-side reference voltage such that the larger the difference between the luminance accumulation value and the predetermined value is, the lower the light-emitting luminance corresponding to the white level of the input signal becomes.

Please delete the first and second full paragraphs on page 6 as follows:

~~The reference voltage supplied to the digital to analog converter includes a black side reference voltage for defining a light emitting luminance corresponding to the black level of the input signal and a white side reference voltage for defining a light emitting luminance corresponding to the white level of the input signal, and the voltage control circuit controls the white side reference voltage on the basis of the luminance accumulation value calculated by the~~

~~luminance accumulation value calculation circuit.~~

~~The voltage control circuit controls the white side reference voltage such that the light-emitting luminance corresponding to the white level of the input signal is reduced when the luminance accumulation value calculated by the luminance accumulation value calculation circuit is large.~~